

My introduction combined relatively simple elements in what I believe is visually pleasing, which helps summarize my understanding of how I believe the principles of contrast, alignment, repetition, and proximity are best maximized.

I've always been drawn to strong messages presented with a meaningful visual component, so my introduction does include a fair amount of text. To balance this, I needed a strong image. I took the photograph in the background of my introduction while in Hawaii, and I love the color balance of sky, sea, and sand, as well as the inclusion of the white surfboard. I manipulated the surfboard in Illustrator to include my own name and descriptions of me around the circle on the board, and added my text over various parts of the photograph to compose a final product.

The principles of CARP, or contrast, alignment, repetition, and proximity, help to ensure that one's message is established efficiently in a meaningful way which appeals to a variety of individuals; I tried to maximize these practices in my composition. I used the principle of contrast in two ways; first, with the contrast of white and black text against the strong colors of the photograph, as well as the contrast of the shape and type of text itself. I wanted my message to be taken in quickly by the top and bottom comments, "My name is Carin Barrett, and I'm riding the wave. It's nice to meet you. Come ride with me," appears in different colors which are appropriate contrasts to their placement in the photograph but in the same type of text, and the same size. This allows the viewer of my message to take in my basic ideas immediately, which then will draw them to the deeper explanation contained in the poster in the other black and white text on the page. I continued to use the white text as a contrast to the blue in my deeper explanation, and then used black text on a white blurred shape to share the bulk of my message. I believe the words in their various colors types are greatly enhanced by the basic composition of the photo as well as the altered surfboard. This leads the viewer to want to know more about how I could apply this metaphor to myself, especially living in a land-locked state like Colorado, and thus the message in its entirety is explored further.

I used the idea of alignment in my poster in that the top and bottom messages are aligned with each other. I did choose to use centering in part of my writing, which is not always as effective as left or right justified text, but I did so to align the text with the surfboard below it to connect the ideas. I kept the "surfing rules" aligned along the left but still in line with the surfboard to continue the association but also give this aspect of my message additional meaning and attention. I believe that a nice visual line is drawn along in the message so the viewer is encouraged to look at all of its parts and that the alignment also created somewhat of a natural progression to my "story," as it were, so it builds to be perceived by the viewer as a particularly strong statement at the bottom which is what I hoped to convey.

In terms of repetition, I used both repetition of fonts to enhance the continuity and connections made in my work, and I also felt that the repetition of the different fonts at the different parts of the poster generated a rhythm in which a strong declaration was made, a metaphorical explanation (I am a lover of metaphors) followed, and the declaration finished strongly, leaving a memory of me in the viewer's mind. I also believe the repetition of the concept of "riding" is meaningful in the way I view this philosophy and the type of person I am, making the overall message effective in terms of what I hoped to convey in an introduction of myself.

Lastly, I think I used proximity effectively by the spacing I used between each of my textual elements as well as the way I placed them in relation to the elements in the photograph – I feel like the altered surfboard is still the central focus of the poster despite the existence of a lot of text because of the proximity of the items in relation to each other, but I also think the proximity of the words, "come ride with me" so close to the surfboard again effectively conveys the message I was hoping to send my audience.

Overall, I am very pleased with the outcome of my introduction; I think the viewer would be able to get a good idea of who I am from it in terms of the types of relationships I hope to develop through my particularly professional but also personal experiences, and I believe I have followed the principles of CARP to help enhance the lasting meaning of my poster.